

Moving into Action: What you can do!

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Overall Themes

- A healthy community is not created by working in isolation;
- There are innovative efforts being implemented;
- The **RELATIONSHIP** is the foundation to make things happen;
- There is role for all community members.

Developing healthy communities is happening in both rural and urban environments

Action Words Used throughout the Day

- Inspiring
- Capitalizing
- Principles
- Building
- Evolution
- Common vision; challenges; opportunities
- Perseverance

Lesson's from The Tipping Point

3 characteristics:

- 1) Contagiousness
- 2) Little causes can have big effects
- 3) That change happens not gradually but at one dramatic moment

The Tipping Point is the moment of critical mass, the threshold, the boiling point

Become an Agent of Change

Law of the Few

| Connector | Maven | Salesman |
|--|--|---|
| <p>People with a special gift for bringing the world together. They know lots of people. They are the kinds of people who know everyone as they have an extraordinary knack of making friends and acquaintances.</p> <p>They are a partnerships social glue.</p> | <p>Someone who accumulates knowledge and likes to pass it on.</p> <p>They like to help and can spark word-of-mouth epidemics.</p> <p>They are a partnerships data banks and they will pass information on.</p> | <p>Skills to persuade us when we are unconvinced of what we are hearing.</p> <p>They demonstrate energy, enthusiasm, charm and likeability.</p> <p>They entice others to want to be apart of something wonderful.</p> |

Become an Agent of Change

Stickiness Factor

- Specific quality that a message needs to be successful is the quality of “stickiness”
- Figure out a small trivial concept that becomes “sticky”: Slight but significant change in presentation for recruitment
- Make it practical and personal, it becomes memorable
- Pay careful attention to the structure and format of your material, you can dramatically enhance stickiness.
- There is a simple way to package information, that, under the right circumstances, can make it irresistible.

Think about the information gained today to model the “stickiness factor”

Become an Agent of Change

The Power of Context

- Behaviour is a function of social context
- What really matters is little things
- Context matters
- You don't have to solve the big problems to solve problems.

Small changes to “context” can be a tipping factor!

Opportunity

- Reframe the way we think
- Reaffirmation of the potential for change and the power of intelligent action

Reimagine what our communities could look like when implementing the knowledge gained today!

Big Questions to Consider

What?

Have you learned?

So What?

Does it mean?

Now What?

Will you do?

Implementation Intentions

- Implementation Intentions are specific plans of action.
 - When* a person will do the behaviour
 - What* exactly the person will do
 - Where* the person will do the behaviour
- A key component to the implementation plan is the linkage of specific cues to a planned action.

Thank you!

Be an Agent of Change!